



Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**
AMENDMENT

Applicant:	Cannon	Docket No.:	CANN-0208
Serial No.:	09/814,622	Group Art Unit:	2162
Filed:	03/22/2001	Examiner:	Fleurantin, Jean B.
TITLE:	METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION		

Mail Stop Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In the Restriction Requirement mailed June 16, 2005, the Examiner stated that the application contains claims directed to three distinct groups of inventions, the first group, claims 12, 14 and 88-95, which are drawn to a computer system for optimizing an advertising schedule for an advertisement message, the computer system comprising: a CPU; a memory coupled to the CPU; a database residing in the memory, the database containing a plurality of audience member data, the plurality of audience member data indicating

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS, P.O. Box 1450, ALEXANDRIA, VA 22313-1450, ON: July 21, 2005

SIGNED: Heather Clark
Heather Clark

exposure of each corresponding audience member to at least one of media and advertisements for the message; a database mining engine residing in the memory, classified in class 707, subclass 1; the second group, claims 15-22, 96, 97 and 118 which are drawn to a program product comprising: an advertising plan optimization mechanism for generating a plan for providing an advertisement message to a preselected group of potential message recipients, and evaluating a resulting advertising plan to achieve one of an improved, classified in class 705, subclass 114; the third group, claims 98-100 which are drawn to a program product comprising: to determine a characteristics value for the group members representing at least one of demographic characteristics and lifestyle characteristics of the group members, classified in class 705, subclass 7, and the fourth group, claims 101-117 which are drawn to a program product for calculating a score for an advertisement message to be provided to a preselected group of potential message recipients, classified in class 705, subclass 10. The Examiner required the applicant to elect a single disclosed Group for prosecution on the merits.

Applicant hereby elects for prosecution on the merits of the second group, which are drawn to a program product comprising: an advertising plan optimization mechanism for generating a plan for providing an advertisement message to a preselected group of potential message recipients, and evaluating a resulting advertising plan to achieve one of an improved, as represented by claims 15-22, 96, 97 and 118.

It is requested that a one-month extension of time be granted for the filing of this response, and the appropriate extension filing fee of \$60 is enclosed herewith.

If any fees, including extension of time fees, are due as a result of this response, please charge Deposit Account No. 19-0513. This authorization is intended to act as a constructive petition for an extension of time, should an extension of time be needed as a result of this response. The examiner is invited to telephone the undersigned if this would in any way advance the prosecution of this case.

Respectfully submitted,

Date: July 21, 2005

By David E. Allred
David E. Allred
Reg. No. 47,254

SCHMEISER, OLSEN & WATTS LLP
18 East University Drive, #101
Mesa, AZ 85201
(480) 655-0073